'Old Grandpa' still going strong

Rufus Alexander, Bethpage, Tenn., has named this 1941 White "Old Grandpa" because it is his fleet's elder statesman. Repowered with a 1943 Cummins HB-600, it was the oldest White entry in the longest-running Cummins engine contest. It hauls tobacco from trading floors to tobacco companies.

truck industry news

Strong showing by non-captive imports sets pace

3-month sales rise slightly

In spite of small declines in two of the three months, first-quarter retail sales of new trucks of all types in the U. S. were up slightly over a year ago.

Franchised dealers and factory outlets retailed 666,291 vehicles in the January-March period, according to preliminary reports, a gain of 678 units over the 665,613 sold in the like period of last year.

Table on Page 32.

The three-month total, however, would have been lower than the 1982 first quarter if the non-captive imported compact pickup trucks had not had a strong upturn in the first three months.

Sales of the non-captives — Toyota, Datsun, Mazda, Isuzu and Mitsubishi — totaled 35,931 units in the January-March period, up 24.6 percent from the year-earlier 68,938.

Deliveries by domestic retailers, including the captive imports, were off 2.3 percent during the quarter, from 596,675 units in 1982 to 580,360.

March sales were down only about 100 units from the same month a year ago, but again, it was a strong month for the non-captive imports that put the March total ahead of the 1982 count.

This year 278,845 new trucks were retailed in March, compared with 279,738 units in 1982. Sales of the non-captive imports, however, were up 22.7 percent, from 30,858 last year to 37,850.

In February, sales were down 7 percent from the previous year and it was the first monthly drop on a year-to-year basis since last August.

The compact-truck market continues strong, and in the first quarter it accounted for 33.7 percent of total industry sales.

Through March, 224,682 small pickups and sports/utility vehicles were sold, an increase of 20.8 percent over the year-earlier 185,941.

Three-month sales of the domestic compacts totaled 124,815 units, an increase of 47.7 percent over last year's 84,515. The imported compacts were down 1.5 percent during the quarter, from 101,426 units last year to 99,867.

The plunge in deliveries of

Continued on Page 32, Col. 3

How Cummins placed diesels in vehicles

COLUMBUS, Ind. — When Cummins Engine Co. was founded in 1919, the "oil engine" was suitable only for stationary power. It supplied power for machines which could be hooked onto the engine, for the oil engine was far too big to be installed in any equipment.

Few people imagined it would ever be used to move a vehicle of any kind.

Today, diesels are powering trucks, buses, boats, earthmovers, trains and supplying the emergency power for hospitals and computer operations.

Clessie L. Cummins saw, in this power, a source of reliable power needing only certain refinements.

Cummins, a chauffeur for W. G. Irwin, Columbus (Ind.) banker and businessman, soon converted most of the Irwin factory garage into a small machine shop where he "tinkered" with the oil engine.

He ultimately persuaded Irwin to provide financial backing and Cummins Engine Co. was incorporated.

Only 19 6-HP farm-type engines were sold the first year, manufactured in an old cereal mill in Columbus. Then, in 1920, Sears, Roebuck & Co. contracted for 4,500 1½ and 3-HP engines.

By the mid-'20s, Cummins introduced a successful marine engine. These engines found their way into motor launches, pleasure craft, luxury yachts, generator sets, drills, power shovels and air compressors because of their economy and dependability.

The general public was unaware of the possibilities of the diesel engine, so in the following few years Clessie Cummins

Continued on Page 24, Col. 1

Warner named dealer of year at ATD meeting

BOSTON. — Richard L. Warner, a Ford-Iveco/Magirus-Range Rover dealer in Salt Lake City, was named the 1983 Truck Dealer of the Year by Business Week magazine and the American Truck Dealers (ATD) Division of NADA during the 20th Annual ATD Convention and Exposition in Boston.

Warner was chosen from a field of 23 national finalists. Judges from the Columbia University Graduate School of Business selected Warner for his outstanding truck merchandising record, his civic service and his contributions to the growth of his community.

President of Rick Warner Ford and Rick Warner Truck-

Continued on Page 38, Col. 3

10-year coverage

Budd unveils warranty on wheels

DETROIT.—Budd Co. has announced what it believes to be an industry first—a 10-year warranty for the Ledge-Weld steel-disk truck wheel.

"With our modern manufacturing techniques and sophisticated quality control procedures, escalating the company's traditional five-year warranty to 10 years was the next step for us," said James D. Glaspie, director of sales and engineering for Budd's Wheel and Brake Division.

"Budd has 60 years of experience in wheel-making and has produced more than four million Ledge-Weld wheels, making us the disk-wheel leader," continued Glaspie. "The market told us what it wanted, and we have responded."

The 10-year warranty also applies to new Budd Bevel-Weld steel-disk truck wheels as well as tube and tubeless demountable rims.

Unlike other warranties of which the company is aware, Glaspie said, Budd's is transferable from the original purchaser user to subsequent users and is not based on pro-rated use.

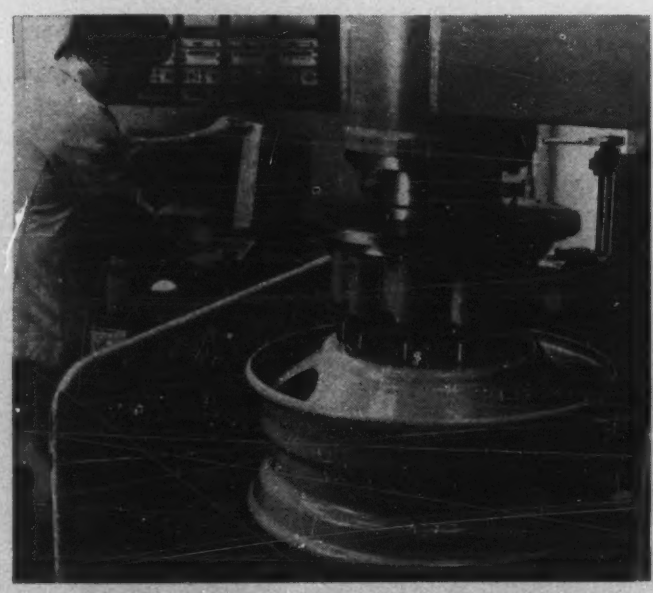
The new warranty, which replaces the current five-year warranty. Budd introduced to the industry, is effective for wheels and rims manufactured after April 1.

Budd guarantees these wheels and rims to be free from defects in workmanship and material for 10 years from date of manufacture, which is stamped on the product, Glaspie said.

"Any of these wheels or rims found defective by Budd inspection within the warranty period will be replaced without charge f.o.b. factory," he added.

Wheels and rims covered by the new warranty must be used at all times in accordance with

Continued on Page 24, Col. 5



Making sure wheels run true

To make sure its truck wheels run true, Budd Wheel & Brake Division adheres to runout tolerances far stricter than industry standards, a spokesman said. Here a computer measures and records radial and lateral runout on a moving Budd Ledge-Weld truck wheel.

McKee and Brodie get high GM Truck posts

PONTIAC.—Two top-level appointments in the manufacturing and sales operations of the General Motors worldwide Truck & Bus Group have been announced by Donald J. Atwood, GM vice president and group executive.

Robert L. McKee has been named general manager of the Truck & Bus Manufacturing Division, and Duncan A. Brodie is the new truck-sales general director at the GMC Truck & Coach Operation.

McKee, who had been general manufacturing manager of the Chevrolet Division since 1976, succeeds Robert W. Truxell. Truxell left GM last month to become vice president of General Dynamics' Land System Division, which builds tanks for the U. S. Army.

Brodie, director of the GM Service Section since 1979, replaces James T. Riley. Riley has been placed on special assignment to Atwood.

McKee, 58, joined Chevrolet in 1953 as a safety engineer at the division's Bay City (Mich.) plant and has served in a variety of engineering, manufacturing and product reliability positions.

• Brodie, 48, has been with GM since 1959, starting as a junior engineer at GM of Canada, Ltd., in Oshawa, Ont. He held a number of sales and service positions in his native Canada prior to moving to the GM Service Section in Detroit.

Riley, 55, was named general sales manager of the former GMC Truck & Coach Division in 1980. The division was consoli-

Continued on Page 32, Col. 5

Smith appointed HD sales chief at Ford Truck

DEARBORN. — Kenneth F. Smith has been appointed heavy-truck sales and marketing manager of Ford Truck Operations, succeeding the late Alan R. Krueger.

K. F. Smith

Smith had been director of marketing strategy for Ford North American Automotive Operations since 1981. He previously served for two years as vice president for export operations of Ford of Europe, Inc.

He joined Ford Motor Co. in 1957 and, after serving in management positions with Autolite-Ford Parts Division and the Ford Engine and Foundry Division, was named heavy-truck operations manager at Ford Division in 1973.

In 1976 he went to Ford Australia as truck-operations manager and the next year was named president - director of Ford Japan. He chaired the Toyo Kogyo Study Group which recommended Ford's acquisition of a 25 percent equity in the Japanese auto maker.

Speaking of Automotive Advertising...

by Terry Sweeney

The 1982 advertising totals are in.
For the important category of Commercial Trucks and Vehicles, it certainly comes as no surprise to me that Business Week ranked #1 in advertising pages among all magazines.

As a matter of fact, I can't remember the last year that we did not rank #1.

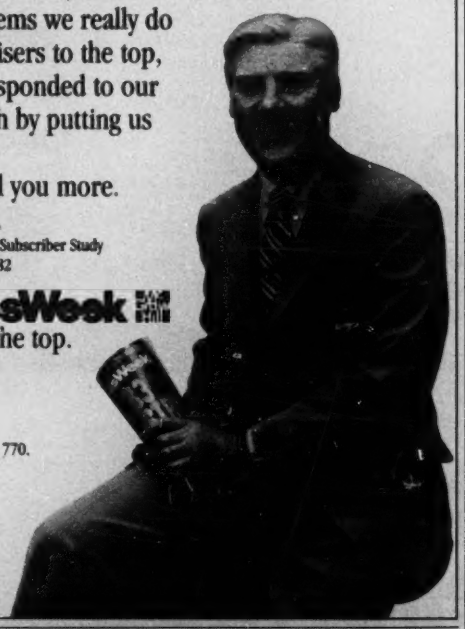
There are some pretty good reasons to support our dominant position in this marketplace. For openers, we know from our own recent research studies that nearly 60 percent of the companies we reach own or lease trucks.

And we also know that about half of our subscribers plan to replace their current vehicles within the next two or three years.

Additional research shows that Business Week subscribers play a vital role in the purchasing or leasing decision of a new commercial truck or vehicle. So it's no wonder Business Week did as well as it did, again, carrying more advertising in this category than Fortune, Forbes, and Nation's Business *combined.* Seems we really do get our advertisers to the top, and they've responded to our audience reach by putting us up there too.

Let me tell you more.
Give me a call.

Sources: Business Week Subscriber Study
PIB/LNA, Jan.—Dec. 1982



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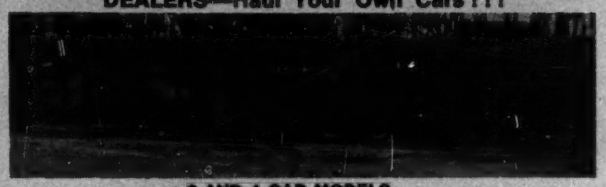

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Coot climbs, crawls, clambers

Coot, Inc., Round Rock, Tex., is marketing a four-wheel-drive off-road utility vehicle called the Coot. It has an 18-HP Tecumseh engine and twin articulating hulls which the company said propel it over virtually any terrain or obstacle. The Coot has a top speed of about 30 MPH on flat ground and can carry up to 1,000 pounds. Base price is $5,995.

32.09 pct. of January market

Import registrations capture record share

By Jenny L. King
Staff Writer

January registrations of new imported cars exploded to a record chunk of the total U. S. market plus a healthy increase in the number registered compared with the same month a year ago.

Import registrations for January, 1983, totaled 191,038, up 20.23 percent from 158,894 in 1982. This year's sum accounted for a record 32.09 percent of the market (there were 595,294 new registrations in January), up from 31.21 percent in 1982 (509,189 was the year-ago grand total).

Toyota, Nissan and Honda remained first, second and third among the imports, but Honda discovered that staying at about last year's total cost it 3.66 percentage points in the import market as its competitors increased their numbers.

Toyota was up just 0.02 percentage points as its registrations jumped to 43,084 from 35,793. Nissan climbed to 37,996 from 29,306, and gained 1.45 percentage points.

Mazda bumped Volkswagen from fourth place, Subaru maintained a foothold in fifth, and VW dropped to sixth. Renault Alliance snapped up seventh place, Volvo stayed in eighth, Mercedes-Benz dropped from seventh into ninth place and BMW rounded out the top 10. Audi slipped from ninth in 1982 to "others" this year.

The top 10 imports accounted for 89.15 percent of all import registrations, down from 90.11 percent in January, 1982.

For the month, Japanese imports were down to 74.47 percent from 77.29 percent of the market last year. German-built cars climbed to 10.70 percent from 10.63 percent. A new category, United States, which includes the U. S.-built Renault Alliance and Volkswagen Rabbit, was third largest, contributing 8.41 percent of all imports. The category was set up by R. L. Polk & Co., which tabulates import registrations.

Registrations by country of origin in January, 1983 vs. 1982, were:

	Jan., 1983	Jan., 1982
Japan	142,272	122,818
West Germany	20,438	16,893
United States	16,059	8,300
Sweden	7,750	5,908
France	2,952	3,117
England	1,045	571
Italy	467	895
Ireland	55	392

Registrations of imported trucks in January totaled 37,224, up 14.70 percent from 32,452 in 1982. Truck totals for the first month of 1983 compared with the preceding year were:

	Jan., 1983	Jan., 1982
Toyota	11,774	9,681
Nissan	10,112	7,612
Ford Courier	4,202	3,651
Mazda	3,775	.....
Dodge Ram 50	.....	2,816
Others	7,361	8,692
TOTAL	37,224	32,452

IMPORT REGISTRATION SHARES IN U. S.

	JANUARY				
	Regis., January, 1983	Pct. Share of Market	Regis., January, 1982	Pct. Share of Market	Pct. pt. Change '83 vs. '82
Toyota	43,084	22.55	35,793	22.53	+ 0.02
Nissan	37,996	19.89	29,306	18.44	+ 1.45
Honda	28,195	14.76	29,271	18.42	− 3.66
Mazda	12,496	6.54	9,611	6.05	+ 0.49
Subaru	11,094	5.81	10,276	6.47	− 0.66
VW	10,897	5.71	12,288	7.73	− 2.02
Alliance	9,557	5.00	.....	.....	.....
Volvo	5,986	3.13	4,718	2.97	+ 0.16
Mercedes	5,781	3.03	4,979	3.13	− 0.10
BMW	5,216	2.73	3,379	2.13	+ 0.60
Audi	.....	.....	3,557	2.24	.....
Others	20,736	10.85	15,716	9.89	+ 0.96
TOTAL	191,038		158,894		
Share of U. S. Total		32.09		31.21	

Registrations for Oklahoma not available.

American Sunroof Company Installing Associates

Alabama
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Birmingham

Arizona
Automotive Concepts
Phoenix

California
The Sunroof Factory
Alhambra
California "T" Top
Bakersfield
East Bay Sunroof
Emeryville
D & D Kustom Vans
Fresno
Electronic Entertainment
Hawthorne
American Sunroof-Valley
N. Hollywood
American Sunroof Corp.
Los Angeles
Arroyo and Sons
Riverside
Sierra Coach
Sacramento
E-Z Rider
Salinas
Bay Area Sunroof
San Carlos
San Francisco Sunroofs
San Francisco
Precision Auto Sunroof
San Marcos
American Sunroof
Santa Ana
Britax
Santa Ana
The Sky Is The Limit
Santa Rosa
Executop
Sunnyvale
American Body Shop Inc.
Ventura

Colorado
Meyer & Sons
Denver

Connecticut
American Sunroof-Ct.
E. Norwalk

Delaware
Autocraft
New Castle

Florida
American Sunroof-Ft.
Pinellas Park
Kelley's Custom Trim
Delray Beach
Sunroof of Florida
Oakland Park

Georgia
American Sunroof-Atlanta
East Point

Hawaii
Electronic Entertainment
Aiea

Illinois
Broadway Auto Top
Evanston
Lang's Auto
Northbrook
Tucker Automotive Corp.
Palatine

Indiana
Sunroof Specialties, Inc.
Elkhart
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Evansville
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Kansas City

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Louisville

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LaFayette

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Sunroof of Massachusetts
Norfolk

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Creative Customs
Capital Heights
Overseas Custom
Gaithersburg
Creative Customs Inc.
Glen Burnie
Adler & Mandel
Rockville

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Renaissance Tyre Company
Detroit
Creative Coach Works
Farmington
Wisco Corporation
Ferndale

Kelley's Custom Trim
Flint
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Springfield

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Valley Van Works
Las Vegas

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Bogota
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Cinnaminson
Autobahn Custom Car
Middletown
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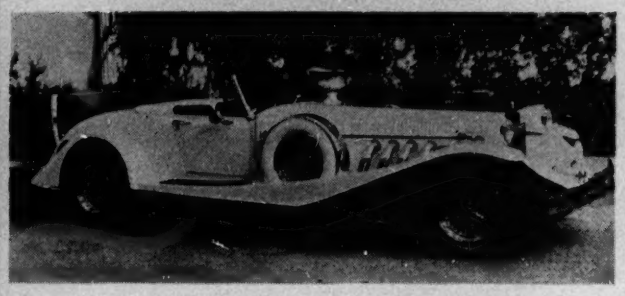

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Strong showing by non-captive imports sets pace

3-month truck sales rise slightly

Continued from Page 20

the captive imports hurt total sales heavily. Only 13,936 captives were sold in the first three months, down 57.1 percent from last year's 32,488.

Ford outsold Chevrolet by almost 10,000 units in March to regain sales leadership.

• During the month, Ford dealers retailed 91,844 new trucks, up 12 percent over last year's 81,993. The first-quarter total climbed to 213,547, a gain of 11.3 percent over the year-ago 191,839.

Chevrolet deliveries, on the other hand, dropped 16.8 percent during the month to 82,602 units, compared with 99,322 in March, 1982. The three-month count was 209,968, a decline of 10.8 percent from last year's 235,508.

Dodge and Plymouth dealers sold 27,552 light trucks during the month, up 12.9 percent over the year-earlier 24,409. Through March, however, the total was down 10.2 percent from last year, 59,259 units versus 65,963.

Sales of GMC new trucks were off for both March and the first quarter. Dealers sold 25,224 units during the month, down 9.5 percent from last year's 27,880. The three-month count was off 5 percent, from 61,859 in 1982 to 58,742.

American Motors reported that Jeep dealers sold 5,851 of the four-wheel-drive vehicles in March, a gain of 13.3 percent from last year's 5,163. Through March, the total was 15,546, up 8.5 percent from the year-earlier 14,323.

Volkswagen dealers sold only 500 compact pickups during the month, down 68.7 percent from last year's 1,599. The three-month count of 1,577 units was 60.8 percent lower than the year-ago 4,020. Production of these vehicles has been discontinued.

• In March, Toyota dealers retailed 15,019 small trucks, an increase of 4.8 percent over last year's 14,331. Through March, they had sold 34,595 units, up 4.1 percent over the previous year's 33,239.

March sales of Datsun compacts totaled 11,563 units, a gain of 1 percent over the year-earlier 11,452. The three-month count was 16.5 percent higher than a year ago—27,543 versus 23,652.

Mazda deliveries more than doubled in March and the first quarter. Dealers retailed 8,417 compacts during the month, up 133.7 percent from last year's 3,602. Through March, the total of 16,913 units was 104.5 percent higher than the 8,271 sold in the like period in 1982.

Isuzu dealers retailed 2,094 small vehicles during the month, an increase of 42.2 percent over the year-ago 1,473. The three-month total climbed to 4,916 units, an increase of 30.2 percent over last year's 3,776.

Mitsubishi dealers sold 757 compacts during the month, bringing the January-March total to 1,964 units. These trucks were introduced in the U. S. market last fall.

Dodge dealership opens

BELMONT, Mass. — Peter Fuller Dodge, headed by Peter D. Fuller Jr., has opened here. Since 1980, Fuller had been vice president of an Oldsmobile dealership founded by his father in 1931.

GM Truck picks McKee, Brodie

Continued from Page 20

dated as part of the GM Truck & Bus Group in 1982.

Riley has been associated with the truck business for most of his career in the motor-vehicle industry. He joined GM as Kansas City truck manager for Chevrolet in 1957.

He was Chevrolet truck sales manager before being named general sales manager of GM's former Frigidaire Division in 1977, and was worldwide truck-marketing director for the GM marketing staff prior to moving to GMC.

D. A. Brodie

R. L. McKee

Big Three February, year-to-date truck sales

	March 1983	March 1982	Year to date 1983	Year to date 1982
Ford				
Vans	16,314	12,905	36,624	27,375
Club Wagon	3,046	2,510	7,145	6,022
Ranger	18,068	8,288	41,583	9,728
Courier	186	2,584	5,657	10,411
Bronco	4,568	4,411	10,619	10,402
Bronco II	2,499	.....	2,698	.....
Pickups	43,262	47,079	99,806	117,268
Mediums & Heavies	3,901	4,612	9,415	10,633
Chevrolet				
Vans	13,051	10,856	33,479	24,942
Sportvan	1,741	1,393	4,711	3,352
S-10	15,836	25,046	41,558	54,459
S-10 Blazer	8,968	.....	20,747	.....
LUV	524	3,146	1,888	8,826
El Camino	1,768	2,428	4,539	5,915
Blazer	2,658	3,573	6,445	9,594
Suburban	3,228	4,635	7,764	8,732
Pickups	33,751	46,840	85,692	116,150
Mediums	1,077	1,405	3,145	3,538
Chrysler				
Vans	7,034	5,598	15,661	15,213
Voyager	450	539	1,096	1,493
Ram Wagon	3,792	2,838	7,854	7,167
Arrow	173	467	433	1,983
Ram 50	2,316	4,169	5,958	11,268
Trail Duster	.....	33	.....	148
Ramcharger	2,559	1,033	4,948	2,372
Scamp	302	.....	714	.....
Rampage	1,164	2,172	2,533	4,457
Pickups	9,762	7,560	20,062	21,862
GMC				
Vans	5,122	3,443	10,404	6,796
S-15	3,406	4,923	8,803	9,939
S-15 Jimmy	1,625	.....	3,454	.....
Jimmy	705	933	1,510	2,088
Caballero	176	343	450	783
Suburban	1,210	1,380	2,640	2,374
Pickups	9,550	13,149	24,187	29,250
P Models	257	330	646	874
Mediums	1,715	2,522	4,909	6,745
Heavies	739	857	1,739	3,010

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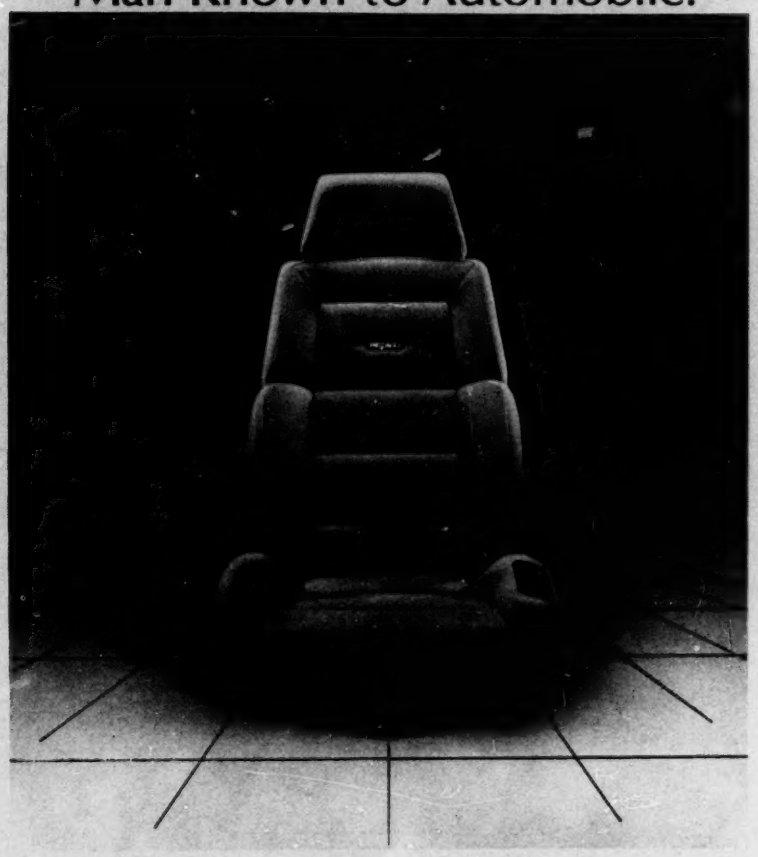

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factories list auction dates

American Motors

April 19—D-A Auto Auction, New Stanton, Pa.; Aptco Auto Auction, Taylor, Mich.

April 20—Central States Auto Auction, Mason City, Iowa; Columbus Fair Auto Auction, Obetz, O.

April 21—Todd Auto Auction, Telford, Pa.; Evansville Auto Auction, Evansville, Ind.; Minneapolis North Star Auto Auction, Shakopee, Minn.

April 27—Southern Auto Auction, Warehouse Point, Conn.; Metro Auto Auction of Kansas City, Lee's Summit, Mo.; Metro Milwaukee Auto Auction, Caledonia, Wis.; Columbus Fair Auto Auction, Obetz, O.

April 28—Minneapolis North Star Auto Auction, Shakopee, Minn.

April 29—Concord Auto Auction, Acton, Mass.; Floyd Hauhe Auto Auction, Bridgeton, Mo.

Ford Motor Co.

April 19—Aptco Auto Auction, 20911 Gladwin, Taylor, Mich.; Dallas Auto Auction, 4266 E. Main, Dallas, Tex.

April 20—Minneapolis North-star Auto Auction, 7700 State Highway 101, Shakopee, Minn.; Golden Gate Auto Auction, 6010 Stevenson Blvd., Fremont, Calif.

April 21—Nashville Auto Auction, 1406 Lebanon Rd., Nashville, Tenn.

April 26—Harrisonburg Auto Auction, Interstate 81—Exit 52, Harrisonburg, Va.

April 27—Columbus Fair Auto Auction, 4700 Groveport Rd., Obetz, O.; Central States Auto Auction, 824 South Taft, Mason City, Ia.; Metro Auto Auction of Kansas City, 101 W. Oldham Parkway, Lee's Summit, Mo.; Northway Exchange, Route 146, Clifton Park, N. Y.

General Motors

April 18 — Arena Auto Auction, Chicago, Ill.

April 20 — 166 Auto Auction, Springfield, Mo.

April 26 — Dallas Auto Auction, Grand Prairie, Tex.

April 28 — Butler Auto Auction, Gibsonia, Pa.

Used Car Sales

Auction Averages

April to date	$5,045
Month ago	$4,985
Year ago	$4,592

Model breakdown

Auction Averages

	APRIL TO DATE	MARCH	FEBRUARY
1983.....	$ 9,843	$10,292	$12,350
1982.....	8,004	8,112	7,711
1981.....	6,019	6,046	5,989
1980.....	5,412	5,195	5,013
1979.....	4,741	4,589	4,398
1978.....	3,429	3,496	3,293
1977.....	2,801	2,637	2,378
1976.....	1,866	2,232	1,773
Overall Average	$ 5,045	$ 5,010	$ 4,733

New tire device allows driver to see low pressure

NASHVILLE. — Schrader Automotive Group, Scoville, Inc., has introduced a device which allows drivers to see whether their car's tire pressure is too low merely by walking around the car.

Called the Red Alert Low Tire Pressure Indicator, the unit performs all the functions of a conventional tire valve, but when pressure drops below a predetermined level, a red pin snaps up and is visible inside a clear plastic cap.

"This is the first basic change in automotive tire pressure control since the tire valve was invented in 1896," said Kevin Nameth, the company's general manager. "There is no valve core; the sealing mechanism is located inside the rim, not at the end of the valve stem."

Standard tire servicing equipment is used for inflating, deflating and gauging, he said.

The Red Alert device has only four moving parts. A seal and cap assembly keeps out dirt and moisture and three standard lengths cover all rim configurations, and are applicable to light trucks and other vehicles.

Gartin to follow Thomas as Manheim controller

LANCASTER, Pa. — Robert E. Gartin has been selected to succeed James C. Thomas as vice president and controller of Manheim Auctions, which operates 13 wholesale automobile auctions in 10 states.

Gartin will take over his new duties when Thomas' resignation becomes effective with this summer's move of the auction headquarters from here to Atlanta.

25 years for Prolo

SANTA CRUZ, Calif. — Stanley Prolo, of Prolo Chevrolet Co here, has observed his 25th anniversary as a dealer.

L-M dealership opens

Hollywood Lincoln-Mercury, Hollywood, Calif., opened for business with John and Michael Sullivan, right, heading the operation. Extending congratulations is R. R. Davis, left, Lincoln-Mercury assistant district sales manager. Also joining in the occasion are L. A. Zakin, second left, Lincoln-Mercury zone manager, and Victor Roy, dealership sales manager.

This rust protection system protects cars and car dealers.

It's called Quaker State Metal-Gard. You can't offer better protection for cars or your good name.

	Quaker State Metal-Gard	Your Current Program
1. Is warranty issued and backed by a brand name company with strong consumer recognition and acceptance?	YES	
2. Is it a Fortune 500 Company that has product lines for dealer purchase besides rust protection products to assure continuance in the market place?	YES	
3. Is dealer protected in event of claims for misapplication of product (except outright fraud)?	YES	
4. Does dealer program have registration fees?	YES	
5. Are they refundable?	YES	
6. Do they pay interest?	YES	
7. Are dealers' registration fees kept separate to protect them from other dealer accounts?	YES	
8. Does dealer receive verification of monies mailed in to make sure they were received?	YES	
9. Does dealer receive an annual statement of his fund status and claim activity?	YES	
10. Is dealer serviced by a local distributor?	YES	

Now that you've made the comparison, take the next step. Mail this coupon. Or call 814-676-7989 or 7814.

Coatings Department, Quaker State Oil Refining Corp.
255 Elm Street, Oil City, PA 16301

Please tell me more about Metal-Gard rustproofing.

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Quaker State Metal-Gard: Today, you need a rust protection system this good.

14 plants work extra hours

Overtime boosts auto production

By Patricia Hoffman
Staff Writer

Overtime schedules at 14 assembly points, plus the return of two General Motors' facilities, upped last week's domestic car production 9.42 percent from the previous week's total.

The car makers targeted 137,541 units last week, up from 125,702 built the previous week and up 19.95 percent from 114,664 assembled in the comparable 1982 period.

Breakdown for the week by company was: General Motors, 58.31 percent; Ford Motor, 23.46 percent; Chrysler Corp., 13.67 percent; American Motors, 2.42 percent; Volkswagen of America, 1.54 percent, and Honda, 0.60 percent.

Year-to-date the manufacturers have finished 1,770,506 units, a 32.79 percent gain from last year's 1,333,326.

GM's Tarrytown facility was closed last week (April 11) for inventory control. Back last week at GM were the Willow Run and Wilmington plants, which also had been down for inventory adjustment.

Ford's Kansas City plant remains idle for changeover to the new Tempo and Topaz models. Job One of the new cars is scheduled for May 2.

AMC's Kenosha point returned to normal five-day operations last week following an extra day of downtime for Easter vacation. The plant was idle Monday, April 4.

Ford's Atlanta, Chicago, Lorain, Wixom and St. Louis plants operated daily overtime last week, with St. Louis working two eight-hour shifts on Saturday.

Also working six days last week were GM's Baltimore, Flint, Janesville, Lansing and Leeds plants, plus Chrysler Corp.'s Newark and St. Louis facilities. Newark, St. Louis and Chrysler's Belvidere and Jefferson plants continued to work daily overtime last week.

The GM Oklahoma City point, source of Chevrolet Citation and Celebrity, and Buick Century models, will be idle one week starting today (April 18) for plant rearrangement. The plant will phase out assembly of the Citation, while production of the Celebrity and Century models continue there. About 2,600 workers will be affected.

Starting May 2, output of the AMC/Renault Alliance will be upped from the current rate of 664 units a day, to 860 units a day at the company's Kenosha plant. About 800 hourly employes will be recalled as a result.

Six U. C. dealers pay fines for odometer rollback

PHILADELPHIA.—Six used-car dealers, accused by Pennsylvania officials of rolling back odometers on used cars they sold, have agreed not to tamper with odometers in the future and will pay some $54,000 in civil penalties.

Dealers involved are: Gordon A. Whitehill, Cornwell Heights and northeast Philadelphia; David Lawrence Newsome, Norristown; John R. Rodgers Jr., Malvern and Philadelphia; Dennis G. Harding, Newtown Square and Philadelphia; John R. Koch and Virginia R. Koch, his mother, Summit Station, and James R. Haslam, Orwigsburg.

The Kochs have agreed to pay a $25,000 civil penalty.

The charges were brought by the state's attorney general.

Ford to expand St. Thomas plant to build big cars

DEARBORN. — Ford Motor Co. will build the Ford Crown Victoria and Mercury Grand Marquis at its plant in St. Thomas, Ont., the company confirmed last week.

That plant will also continue to build the Ford Escort and EXP and Mercury Lynx and LN7. The big cars are currently built at St. Louis, which has been operating at maximum overtime to keep up with market demand, Ford said.

A $62 million, 200,000-square-foot expansion is planned at St. Thomas, which will begin producing the standard-size vehicles for the 1984 model year.

According to Harold A. Poling, executive vice president, Ford North American Automotive Operations, St. Thomas' 3,000 workers will build more than 900 Escort, Lynx, EXP and LN7 models a day on two shifts. Output of the Crown Victoria and Grand Marquis will begin in December and will hit 50 an hour on two shifts at full production.

Workers at the St. Thomas plant recently approved changes in overtime scheduling in order to vie for the big-car production.

According to a Ford spokesman, St. Thomas will be involved in both production and construction simultaneously. It will continue to build the Escort, Lynx, EXP and LN7 while the expansion takes place.

Wage hike averts Ford Mexico strike

MEXICO CITY. — Ford of Mexico has averted a strike by granting its 5,000 employes a 27 percent increase in wages and benefits.

The plant was closed for three weeks because of excessive inventory. A similar measure will be taken in August, according to the union representing the workers.

Canadian output steady with 19,519 cars for week

Canadian car and truck output last week was about the same as in the previous week.

Last week, the auto makers scheduled 19,519 units, compared with the previous week's 19,739, but down 6.37 percent from last year's 20,848.

So far this year, the manufacturers have assembled 276,016 cars, a 10.42 percent gain from last year's 249,958.

Truck output last week was scheduled at 11,854, almost unchanged from 11,893 the previous week, and down 9.29 percent from last year's 13,068.

Year-to-date, the truck makers have finished 144,344 units, down 1.98 percent from 147,261 built in the comparable 1982 period.

Ford Motor Co. has announced plans to expand its St. Thomas car plant and add Crown Victoria and Grand Marquis later this year.

St. Thomas will continue to build Escort, Lynx, EXP and LN7. The plant remained closed last week for inventory control. Operations are slated to resume today (April 18),

Also at Ford, the Oakville car plant, originally scheduled to return last week with production of the new Tempo and Topaz models, will return today. Oakville, which previously assembled Crown Victoria, has been idle since Feb. 21.

All other car and truck plants were operating last week.

Truck production climbs to 51,145, best since June

Overtime at five assembly plants, and the return of the American Motors Toledo (Jeep) facility helped boost last week's domestic truck output to its highest point since June of last year.

Last week, the truck makers scheduled 51,145 units, up 21.38 percent from the previous week's 42,135 and up 26.71 percent from 40,364 built in the comparable 1982 period.

Year-to-date, there have been 604,682 trucks assembled, an 11.65 percent gain from last year's 541,579.

AMC's Toledo plant returned last week (April 11) following a week of downtime to control overstocked inventory.

Daily overtime was scheduled last week at Ford Motor's Michigan and Lorain facilities. The Lorain point also worked an eight-hour shift on Saturday.

General Motors' Detroit, Janesville and St. Louis facilities also worked six days last week.

U. S. CAR PRODUCTION

	Week Ended April 16, 1983	Week Ended April 17, 1982	Week Ended April 9, 1983	April to Date	Jan. 1 to April 17, 1982	Jan. 1 to April 16, 1983
AMERICAN MOTORS	3,320	1,400*	2,652	5,972	16,695*	50,124
AMC Total	.....	.....	.....	.....	.....	4,071
Concord	.....	.....	.....	.....	.....	3
Eagle	.....	.....	.....	.....	.....	4,068
Renault Total	3,320	.....	2,652	5,972	.....	46,053
Alliance	3,320	.....	2,652	5,972	.....	46,053
CHRYSLER CORP.	18,800	15,674	19,454	38,254	167,765	229,217
Plymouth Total	7,100	6,596	7,316	14,416	70,159	86,427
Horizon	2,800	2,684	2,633	5,433	21,167	28,369
Reliant	4,200	3,912	4,622	8,822	48,992	57,070
Caravelle ('83)	100	.....	61	161	.....	968
Chrysler Total	4,700	2,883	5,246	9,946	31,714	53,157
LeBaron	2,400	2,883	2,253	4,653	31,714	25,521
Chrysler E-Class	2,300	.....	2,993	5,293	.....	27,636
Dodge Total	7,000	6,195	6,892	13,892	65,892	89,633
Omni	2,300	2,277	2,015	4,315	19,899	27,998
Aries	3,200	3,261	3,001	6,201	36,971	40,419
Dodge 400	700	657	1,002	1,702	9,022	9,156
Dodge 600	800	.....	874	1,674	.....	12,060
FORD MOTOR	32,270	29,226	28,655	60,925	270,928	408,701
Ford Division	22,139	18,781	18,727	40,866	166,069	268,534
Escort	6,069	7,832	4,164	10,233	74,801	74,706
Fairmont	.....	3,593	.....	.....	26,232	23,728
Mustang	3,399	3,598	1,725	5,124	30,471	37,534
LTD/Granada	4,508	3,586	4,631	9,139	25,289	52,429
Thunderbird	6,080	.....	5,841	11,921	7,527	53,829
Crown Victoria/Ford	2,083	.....	2,366	4,449	.....	25,300
EXP	.....	172	.....	.....	1,749	1,008
L-M Division	10,131	10,445	9,928	20,059	104,859	140,167
Mercury Total	8,473	8,368	8,259	16,732	76,140	109,761
Lynx	1,331	2,756	1,116	2,447	22,371	18,566
Capri	644	1,000	341	985	8,145	6,636
Zephyr	.....	1,050	.....	.....	8,456	8,601
Marquis/Cougar	1,832	1,713	1,838	3,670	13,114	19,424
Cougar/XR7	3,119	.....	3,136	6,255	2,561	23,758
Gr. Marquis/Marquis	1,547	1,766	1,828	3,375	21,111	32,460
LN7	.....	83	.....	.....	382	316
Lincoln Total	1,358	2,077	1,669	3,327	28,719	30,406
Continental ('82)	165	416	180	345	6,274	5,749
Lincoln	1,089	1,021	1,044	2,133	11,795	14,242
Mark VI	404	640	445	849	10,650	10,415
GENERAL MOTORS	80,206	64,501	72,118	152,324	846,298	1,046,869
Buick Division	18,697	14,181	16,286	34,983	201,480	245,679
Skylark	3,020	3,063	.....	3,020	36,650	27,002
Skyhawk J	1,203	.....	1,301	2,504	22,327	20,084
Century	3,120	2,330	3,531	6,651	36,122	46,812
Regal	5,210	4,609	5,296	10,506	51,111	72,192
Buick	5,205	3,149	5,229	10,434	46,436	68,425
Riviera	939	1,030	929	1,868	8,834	11,164
Cadillac Division	6,240	5,865	6,449	12,689	69,599	100,690
Cimarron	338	.....	522	860	1,401	7,663
Seville	740	642	740	1,480	7,096	10,725
Eldorado	1,562	1,603	1,555	3,117	18,617	23,152
Cadillac	3,600	3,620	3,632	7,232	42,485	59,150
Chevrolet Division	25,221	23,144	21,827	47,048	247,146	313,740
Chevette	4,095	6,541	.....	4,095	52,317	57,801
Cavalier	6,268	.....	6,141	12,409	28,189	62,648
Celebrity	2,120	.....	2,578	4,698	14,473	21,416
Camaro	4,235	5,612	4,101	8,336	61,227	53,016
Citation	617	4,892	1,983	2,600	38,714	32,246
Malibu	3,289	3,261	3,116	6,405	23,541	41,172
Monte Carlo	2,691	1,774	2,055	4,746	14,011	26,546
Chevrolet	1,306	464	1,238	2,544	5,937	13,786
Corvette	600	600	615	1,215	8,737	5,109
Oldsmobile Division	22,372	12,890	20,711	43,083	228,083	281,677
Omega	2,040	1,774	.....	2,040	24,620	19,641
Firenza	1,398	.....	1,111	2,509	23,615	12,916
Cutlass	6,300	2,580	6,260	12,560	59,075	83,425
Cutlass/Ciera	4,420	2,614	4,986	9,406	33,635	50,264
Oldsmobile	7,470	5,333	7,610	15,080	77,113	103,458
Toronado	744	589	744	1,488	10,025	11,973
Pontiac Division	7,676	8,421	6,845	14,521	99,990	105,083
Acadian†	.....	460	.....	.....	2,970	4,821
2000	2,140	.....	2,035	4,175	5,172	25,784
1000	1,505	550	.....	1,505	2,776	11,956
Firebird	1,775	3,067	1,899	3,674	33,529	25,825
Phoenix	.....	1,051	849	849	8,230	8,270
G. Prix/B'ville ('83)	2,256	3,293	2,062	4,318	43,514	28,424
A6000	.....	.....	.....	.....	3,799	.....
HONDA	830	.....	790	1,620	.....	7,611
VOLKSWAGEN	2,115	3,763	2,033	4,148	30,740	27,984
CHECKER	.....	100*	.....	.....	900*	.....
Total Cars, U. S.	137,541	114,664	125,702	263,243	1,333,326	1,770,506

TRUCK PRODUCTION IN U. S.†

	Week Ended April 16, 1983	Week Ended April 17, 1982	Week Ended April 9, 1983	April to Date	Jan. 1 to April 17, 1982	Jan. 1 to April 16, 1983
CHEVROLET	18,512	14,277	17,171	35,683	185,574	210,385
DODGE	3,100	3,211	3,224	6,324	36,921	37,346
FORD	19,323	13,009	13,550	32,873	186,017	237,918
GMC	5,730	5,999	5,889	11,619	68,896	71,841
INTERNATIONAL	1,025	740*	1,025	2,050	15,008	13,548
VOLKSWAGEN	235	558	226	461	5,933	1,471
JEEP	2,170	1,520*	.....	2,170	23,390*	17,473
AM GENERAL	50*	50*	50*	100*	640*	700*
MISCELLANEOUS	1,000*	1,000*	1,000*	2,000*	19,200*	14,000*
Total Trucks, U. S.	51,145	40,364	42,135	93,280	541,579	604,682

CANADIAN TRUCK PRODUCTION

	Week Ended April 16, 1983	Week Ended April 17, 1982	Week Ended April 9, 1983	April to Date	Jan. 1 to April 17, 1982	Jan. 1 to April 16, 1983
CHRYSLER CORP.	2,652	2,467	3,228	5,880	27,616	39,480
FORD MOTOR	2,800	3,437	2,972	5,772	36,029	36,576
GENERAL MOTORS	6,160	6,894	5,447	11,607	80,018	66,265
INTERNATIONAL	242	270	246	488	3,598	2,023
Total Trucks, Canada	11,854	13,068	11,893	23,747	147,261	144,344
N. American Trucks	62,999	53,432	54,028	117,027	688,840	749,026

†—Now includes window van production. *—Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.

CANADIAN CAR PRODUCTION

	Week Ended April 16, 1983	Week Ended April 17, 1982	Week Ended April 9, 1983	April to Date	Jan. 1 to April 17, 1982	Jan. 1 to April 16, 1983
AMERICAN MOTORS	710	487	649	1,359	7,775	7,889
CHRYSLER CORP.	4,800	3,471	5,706	10,506	48,462	65,241
FORD MOTOR	824	9,151	296	1,120	77,634	44,361
GENERAL MOTORS	12,960	7,514	12,863	25,823	112,880	155,240
VOLVO	225	225	225	450	3,207	3,285
Total Cars, Canada	19,519	20,848	19,739	39,258	249,958	276,016
N. American Cars	157,060	135,512	145,441	302,501	1,583,284	2,046,522
N. American Trucks	62,999	53,432	54,028	117,027	688,840	749,026
North American Cars and Trucks	220,059	188,944	199,469	419,528	2,272,124	2,795,548

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

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Automotive News

April 25, 1983

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Capacious Caprice

American Pullman stretches a Chevy

American Pullman Coachbuilders, Inc., Brooklyn, N. Y., adds 36 inches to the length of Chevrolet's popular full-size car to create its Caprice Corporate Executive Limousine. At a cost of $27,500 to the dealer (including car), the stretched Caprice features rear air-conditioning and heating, rear facing seats, console and power-operated glass divider. As many as 100 will be built this year, the company said.

Peck quits as NHTSA chief

WASHINGTON. — Raymond Peck, the sometimes controversial head of NHTSA, has resigned his post effective May 21.

Peck gave no reason for his leaving office with still more than a year and a half to go on his term. Speculation within the auto community, however, was that he was forced out.

In any case, there was "jubilation in the NHTSA hallways," several agency staffers said.

Clarence Ditlow, director of the Center for Auto Safety, a group that has had frequent run-ins with Peck, said he would not be sorry to see him leave.

"Peck never fulfilled his Congressional mandate and it's time we got someone in there who will enforce the law," Ditlow said. "We call on Transportation Secretary (Elizabeth) Dole to appoint such a person."

A replacement for Peck, even on an interim basis, had not been announced at press time, but speculation is that it will be Diane Steed, the current Deputy Administrator.

Auto industry officials were puzzled by Peck's announced departure and disappointed. "He's the only friend we've had there in a long time," one said, referring to Peck's actions on air bags and bumpers.

Peck leaves behind a legacy of having done, nearly to the letter, what the Reagan Administration said it would do in the auto safety areas. He rescinded the controversial Standard 208, the passive restraint requirement, and rolled back the 5-MPH bumper standard to 2.5 MPH.

Wide-ranging safety bill calls for air bags in '86

By Helen Kahn
Washington Bureau Chief

WASHINGTON. — A many-splendored potpourri of a bill packed with a wide range of auto safety ideas, both new and rehashed, has been introduced by Senator John Danforth, Missouri Republican.

Among other things, the bill mandates air bags for '86 models and anti-lacerative windshields, high-mounted rear stoplights and 5-MPH bumpers for '85 models.

It also contains plans to label cars for their crashworthiness, to produce a Car Book of the results, to provide greater protection from side impacts, to strengthen truck safety provisions and to deter drunk and drugged driving.

It even includes provisions for upgrading the handling of hazardous materials.

Joining Danforth, who chairs a Senate subcommittee on surface transportation, is the head of the powerful Senate Commerce Committee, Robert Packwood, Oregon Republican, and Senator Claiborne Pell, Rhode Island Democrat.

• Danforth, who has scheduled more hearings in May, hopes that at least some of his proposals will make it through Congress in this session. So far, there is no parallel House bill, but Rep. Timothy Wirth, Colorado Democrat, shares Danforth's enthusiasm for air bags, stronger bumpers and better consumer information.

Danforth's thesis is: "Highway safety is a matter of life, limb, and dollars. By applying proven technology to cars and trucks, we can reduce dramatically the toll of death and injury on the highways and save billions of dollars in public and private costs."

The air-bag proposal comes just before the oral arguments on the air-bag litigation before the U. S. Supreme Court. Danforth acknowledged that the Reagan Administration might hesitate to take positions on matters in litigation (as are bumpers, as well as air bags), but he said he felt strongly that Congress should not be hamstrung.

If lawmakers were to decide they could not act because of litigation that occurred when the Administration took it upon itself to thwart the will of Congress, said Danforth, that would just play into the Administration's hands.

On the other hand, Danforth does not view the Administration as a "rock-ribbed opponent" and he is not interested in "picking a fight." But he does expect the auto makers to be "very tough" on air-bag and bumper proposals even though he believes both are extremely cost effective.

Besides reinstating the parts of the occupant protection standard and the bumper regulation which NHTSA head Raymond A. Peck rescinded, the Danforth bill would upgrade side protection in cars, light trucks and

Continued on Page 46, Col. 2

Pontiac P-car suffers from a weight problem

By Jim Plegue
Staff Writer

Pontiac's mid-engined Fiero sports car — the P-body — is still scheduled to debut this fall as an '84 model despite being beset with several manufacturing problems during its gestation.

AUTOMOTIVE NEWS has learned that the fiberglass-bodied two-seater, originally targeted to have a curb weight of less than 2,200 pounds, will now be tipping the scales at better than 2,550 pounds.

The weight gain is caused by Pontiac's need to substitute conventional cold-rolled steel for much of the high-strength steel originally slated for the car's skeleton, which engineers call "space frame."

Less than 15 percent of the steel used in the Fiero will be high-strength steel, sources said. The original goal was more than 50 percent.

But the result may be good news for Fiero buyers, according to one expert: Because engineers are more familiar with the properties of cold-rolled steel, fits and finishes will likely be better.

Because Pontiac is the first U. S. car maker to make extensive use of high-strength steel, it also has to develop machine-tooling and engineering processes specifically for that steel.

The inconsistencies of high-strength steel available in the U. S. have also proved troublesome for Pontiac, which found that it had to readjust dies frequently to keep parts consistent.

Pontiac engineers are looking for new areas to shave off weight in order to offset the Fiero's new poundage.

• Fiero will be built at Pontiac's old home plant in Pontiac, at a rate of 110,000 annually. Pilot production begins this summer. Fiero features styling similar to that of Fiat's X 1/9.

The Fiero's extra weight will surely result in a performance penalty, at least during the first year when the only engine offered in the car will be Pontiac's 2.5-liter inline four-cylinder. A four-speed transmission will be standard.

In 1985, however, the Fiero will pick up a new optional 2.9-liter aluminum V-6 engine. The 2.9-liter V-6 is based on Chevy's 2.9-liter V-6 powerplant and will be assembled alongside that engine at Tonawanda, N. Y.

Pontiac will add port injection and turbocharge the 2.9-liter engine for the 1986 model year.

Steel isn't the only problem Pontiac has had to overcome in its attempt to manufacture the P-car.

A top engineer from a GM sister division recently noted that the RRIM plastics Pontiac is planning to use for parts of the Fiero bodies are difficult to produce with a quality good enough for body surfaces.

They have another disadvantage, the engineer said: Over 100,000 units, steel becomes more economical to use.

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breaking news

An 'Encore' for AMC/Renault

DETROIT.—"Encore" will be the name of the new AMC/Renault three-door and five-door hatchbacks, which bow this fall as '84 models. The Alliance-derived FWD models will ride on a 98-inch wheelbase (same as the Alliance sedan), with overall length of 161 inches (three inches less than Alliance) and curb weight of 2,000 pounds. Encore is an appropriate moniker; the Alliance, first product of the AMC/Renault union, has been highly successful. Plans to add an optional 1.6-liter diesel engine to the Alliance line have been put off until next year, according to insiders.

Outline of GM/Toyota/UAW pact due by May 15

DETROIT. — The UAW hopes to have an outline of an agreement with General Motors and Toyota at its Constitutional Convention to be held in Dallas May 15-20. According to a UAW spokesman, it will be only a framework for a possible agreement if and when the FTC approves the venture.

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Chrysler lists record profit

By Kathleen Hamilton
Financial Editor

Chrysler Chairman Lee Iacocca had been promising a $100 million profit for the first quarter, but the earnings he announced late last week far surpassed that: $172.1 million, the highest quarterly profit in Chrysler history.

And the profits came from making and selling cars, not financing or foreign exchange, emphasized Robert S. Miller Jr., executive vice president-finance.

Dealer orders lead Chrysler to believe it will be profitable again in the second quarter, Miller said. But it will take an upturn in the car market for a profitable year, he said.

Nonetheless, the $172.1 million ($1.97 a share) earned last quarter was more than in all of 1982, Miller said. It was 14.8 percent more than in the first quarter of 1982, when Chrysler announced profits of $149.9 million ($1.95 per share).

In that quarter, Chrysler's operation loss was offset by the sale of Chrysler Defense.

Sales of $3.1 billion were a 24-percent increase over the $2.5 billion of a year earlier. Worldwide factory sales of 354,206 units were a 19.3-percent increase.

Cash and marketable securities at the end of the quarter approached $1.4 billion, com-

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